

EXCLAIMING WORDPRESS USER MANUAL

LAST EDIT AUGUST 14, 2012

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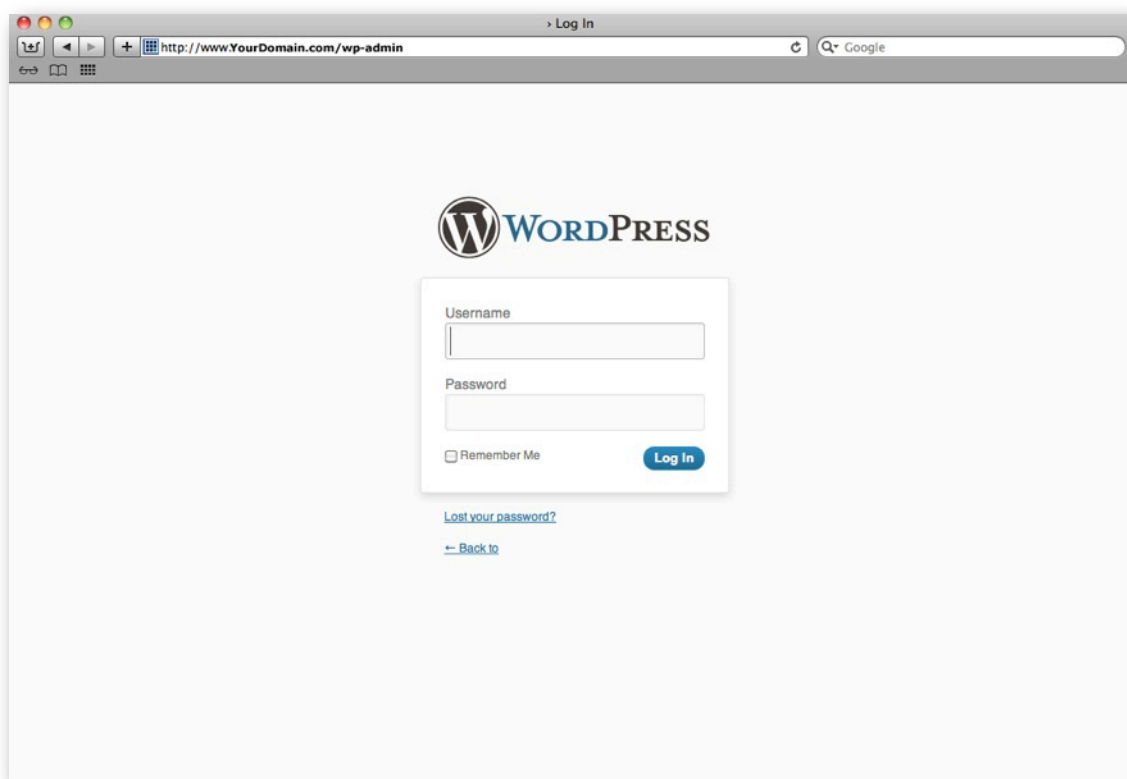
Thank you for choosing Exclaim Media for your online marketing needs!

We like Wordpress because we think you will like how super easy it is to use...once you get the hang of it...Don't worry we are here to help when you get stuck!

You are on your way to online success and we are glad to help you along the way. Step one will include logging into your site.

You can do this using the information from your Welcome Email. We try to keep copies of Welcome Emails but we suggest you do too...

To log into your site, the address will always be:



<http://YourDomain.com/wp-admin>

Your Username and Password are included in the Welcome Email; We can always adjust them for you. Just give us a call.

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If you are using this as a pdf...just click on the topic and watch it jump straight to the right spot...Isn't that EXCLAIMATIOUS?

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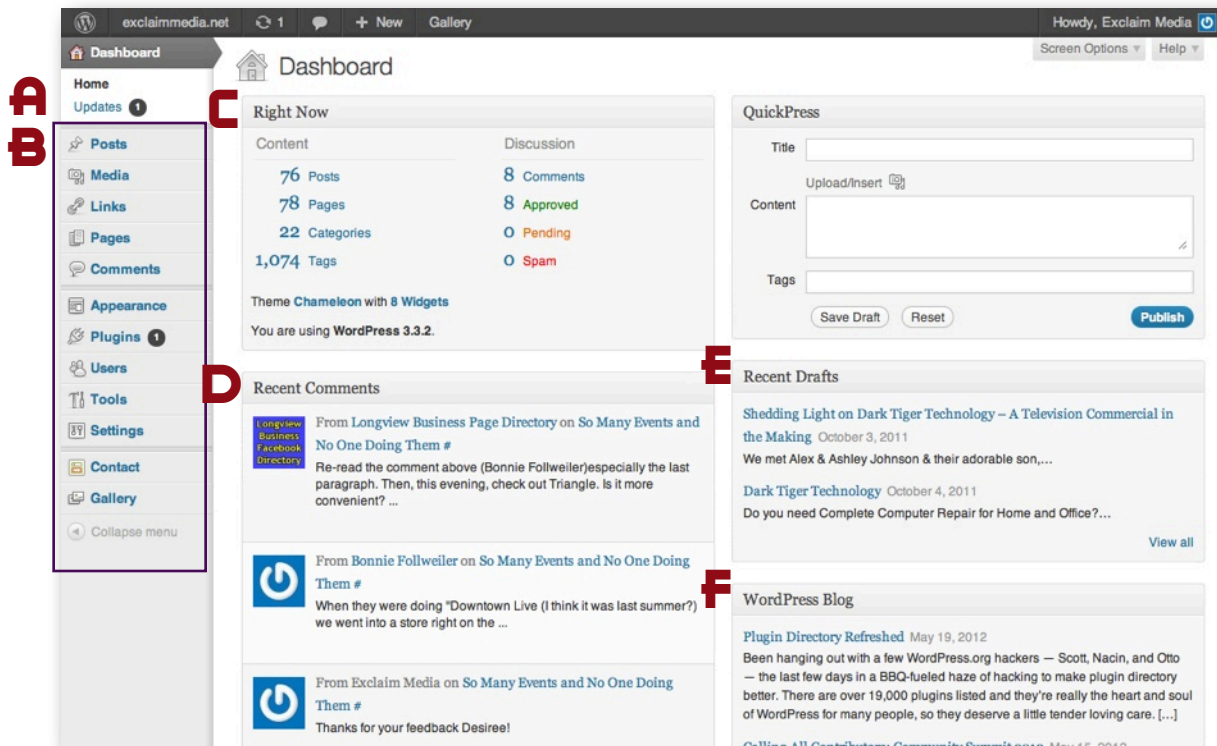
[Plugins We Like](#).....page 32

We hope you are having a great editing experience! If you haven't fill it out yet, we would like to invite you to take our [Customer Service Survey](#). Thank you!!!

DASHBOARD

The Dashboard is the first thing you see when you log in. Get acquainted with the:

- A. **UPDATES** - This area is where you can install updates to your Wordpress Database and Plugins that will keep your security ready to rock & everything working in proper order.
- B. **ADMIN CONTROL SECTION** - This section will always be here to make it easy to Add or Edit Pages or Posts, Update your Contact Forms and more!
- C. **QUICK LINKS** to Comments on Posts, Pages, Categories & Tags
- D. **RECENT COMMENTS** - Waiting for Approval
- E. **RECENT DRAFTS**
- F. **WORDPRESS BLOG** - Offering information about new features



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POSTING AN ARTICLE IN YOUR BLOG ...OR CREATING A PAGE

Blogs are a really great way to keep your website updated since the information on your pages doesn't change often. There is very little difference in how you Add a Page or a Post, except you have to decide visually **WHERE TO PUT YOUR PAGE**...so we are going to use this section to describe both.

It is possible to construct a site and never look at it again but to have a viable online presence that commands the attention of clients and search engines you must continue to build on your foundation. We recommend that you utilize your blog for that very purpose; adding articles at least one time per month or more.

Need suggestions? [CONTACT US](#) to talk about different categories and how we can showcase them.

[>>>Check out this video for a quick tutorial](#)

ADD/EDIT YOUR BLOG POST OR PAGE

When you click on **Posts** in the Admin Control Section, the menu opens up and automatically takes you to your current posts.

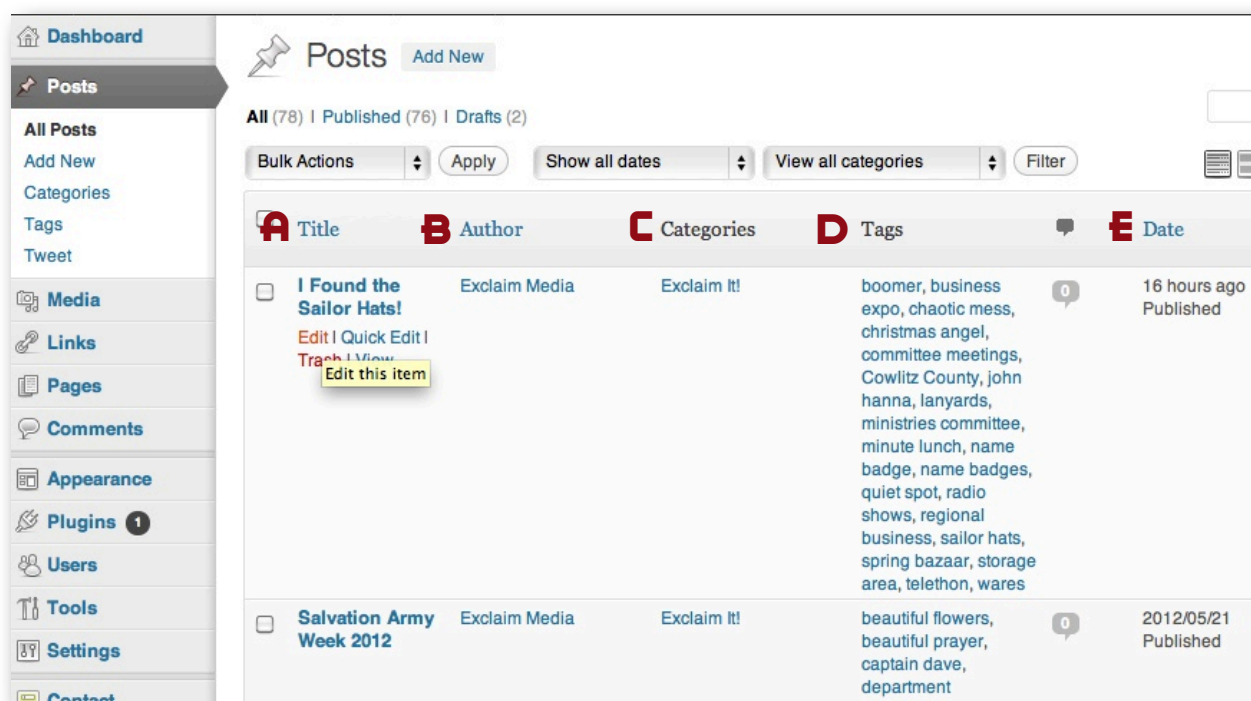
A. TITLE

B. AUTHOR

C. CATEGORIES

D. TAGS

E. DATE CREATED



To Edit a Post hover over the name of the Post with your mouse until you see the menu show up beneath the title. Click on **EDIT**.

If you only want to change date, author, category or in the case of editing a page, the order the pages are listed on your site you can do that by clicking on **QUICK EDIT**.

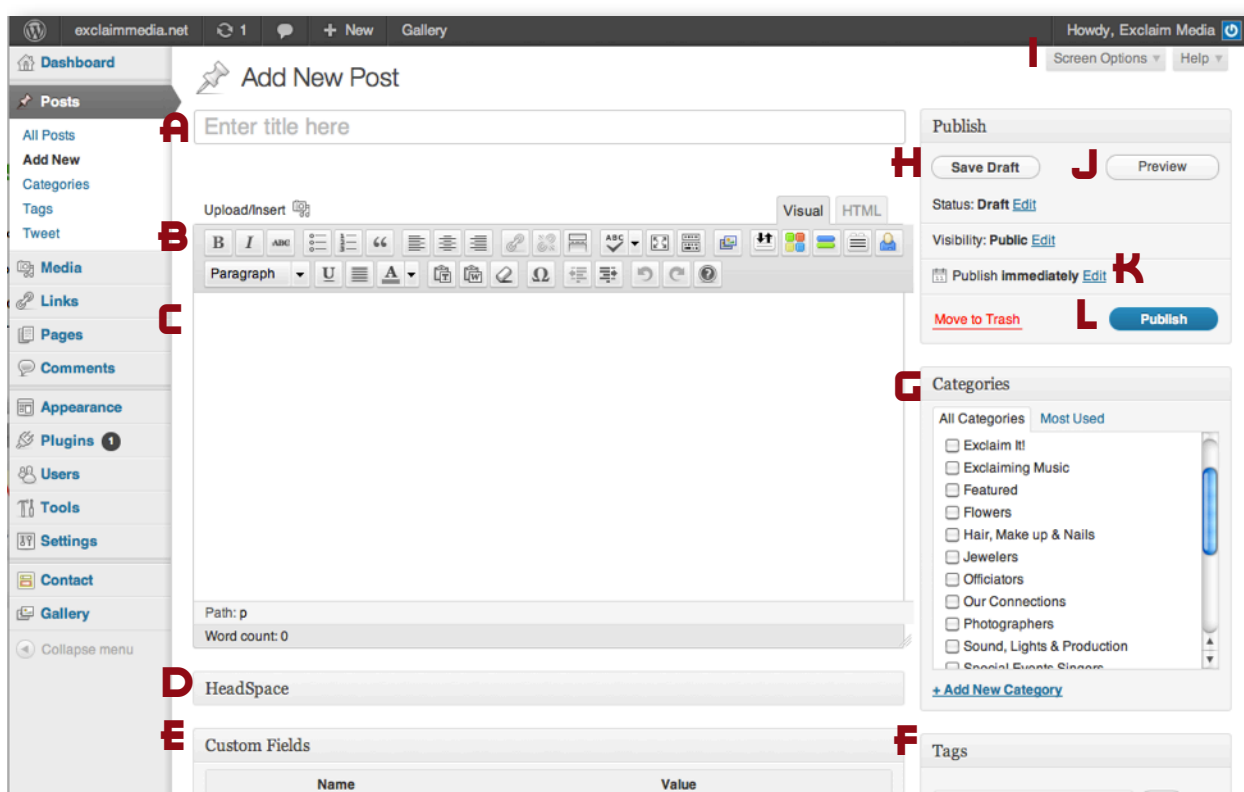
To Create a New Blog Post click on **ADD NEW** beneath **POST** in the Admin Control Section. If you want to edit/add a new page follow the same instruction, except start with **PAGES** in the Admin Control Section.

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Your editing window can seem challenging but once your comfortable with it, you will appreciate the power that is at your fingertips!

- A. TITLE BAR
- B. FORMATTING TOOL BAR
- C. CONTENT WINDOW
- D. PAGE TITLE
- E. CUSTOM FIELDS
- F. TAGS
- G. CATEGORIES
- H. SAVE DRAFT
- I. SCREEN OPTIONS
- J. PREVIEW
- K. PUBLISH DATE
- L. PUBLISH/UPDATE



First things first - Enter the title of your Post or Page in the **TITLE BAR**.

Either copy and paste from your Word document or email, or type the content in the **CONTENT WINDOW**.

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To add a custom title for Search Engine Optimization enter desired text in the **PAGE TITLE** area. As in this picture, if **HEADSPACE** or the **WORDPRESS SEO** box (depending on which plugin worked with your theme) is closed, click on it to have the menu drop down to allow you to fill in the **PAGE TITLE**. Your website has been programmed to have default page titles so if you don't do this, you are ok, but if you want to be specific and an SEO pro this is important.

Beneath **TAGS** you will see a few links...click on **YAHOO SUGGEST** to have suggested tags chosen from the text administered by your plugin. Then click on **ADD ALL**. You may also type in specific tags in the box above those links; separate with a comma.

If you are adding a Post make sure to choose a **CATEGORY** unless you don't want this post to automatically be assigned to your default category. If you have questions about this [CONTACT US](#).

Did you run out time, or would you like a second set of eyes look at your work before you publish your Blog Post or Page? Click on **SAVE DRAFT**. When you come back you will find it ready for review with all your other Posts or Pages.

Would you like more options on your screen; like Author (in the case there is more than one author in your site)? Click on **SCREEN OPTIONS** to see what is available.

Want to see what your Post or Page will look like when it is live? Click **PREVIEW**.

Would you like your Post or Page to go live at 6:24 pm tomorrow? Set your date and time and then click on **SCHEDULE** and it will happen.

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When you are finished click **PUBLISH**. If you have already published and are editing that same button will say **UPDATE**. You must update for changes to show on the site. If you are not ready for changes to show, click on **SAVE DRAFT** and come back later to **UPDATE**.

[>>Check out this video to help with saving and continuing with drafts.](#)

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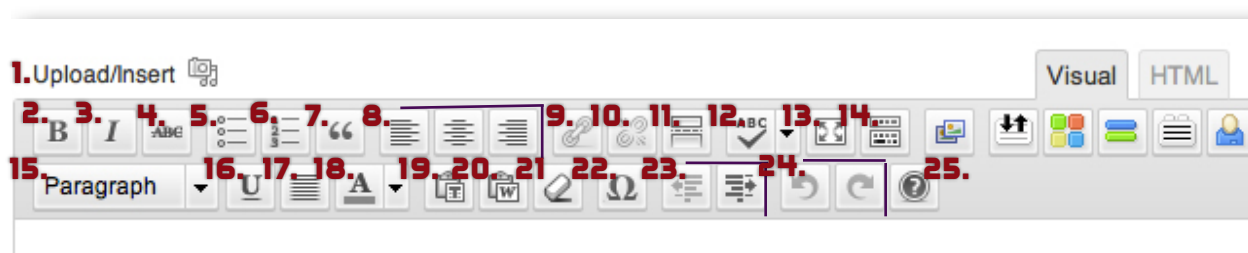
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YOUR FORMATTING TOOL BAR

You probably recognize this tool. It is similar to what you find in your Word Processing Program, Email and more!

1. UPLOAD/INSERT MEDIA
2. BOLD
3. ITALICS
4. STRIKE THROUGH
5. BULLETS
6. NUMBERED LIST
7. QUOTE
8. JUSTIFICATION
9. CREATE LINK
10. REMOVE LINK
11. TEXT CUT-OFF (READ MORE)
12. SPELL CHECK
13. FULL SCREEN

14. KITCHEN SINK
15. FORMAT (H TAGS & MORE)
16. UNDERLINE
17. JUSTIFY
18. TEXT COLOR
19. PASTE FROM PLAIN TEXT
20. PASTE FROM WORD
21. REMOVE FORMATTING
22. SPECIAL CHARACTER
23. ADD/DECREASE INDENT
24. UNDO/REDO
25. HELP



The beautiful thing about Wordpress besides it's ease of use is the fact that if you are attached to the idea of working in HTML you can by clicking on the HTML tab...or like most of the rest of us, remain in Visual mode. It is your choice.

Have questions? [CONTACT US!](#)

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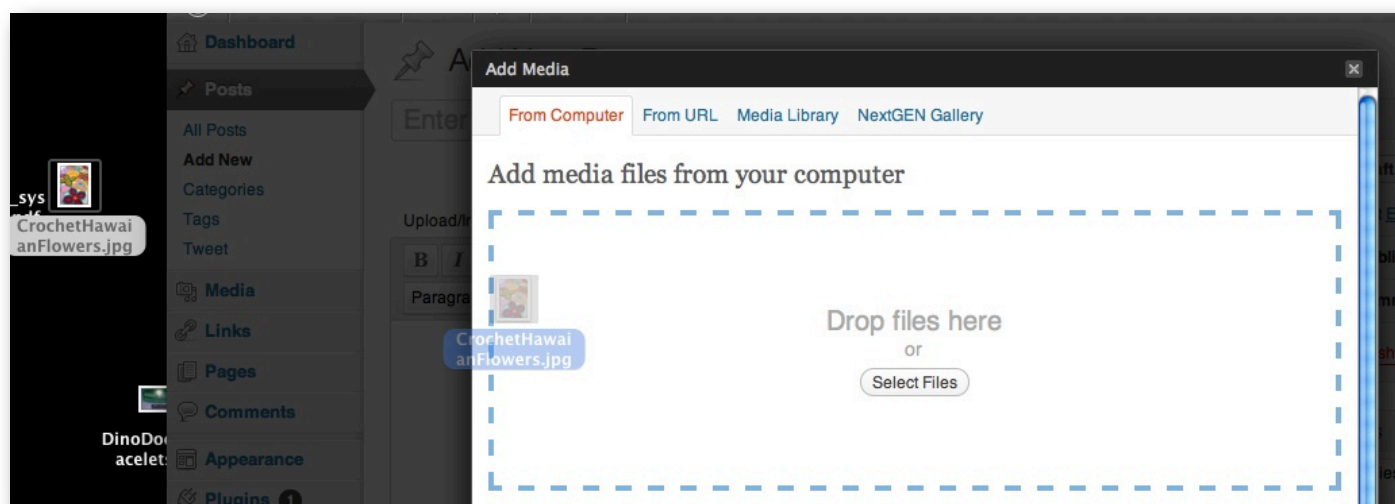
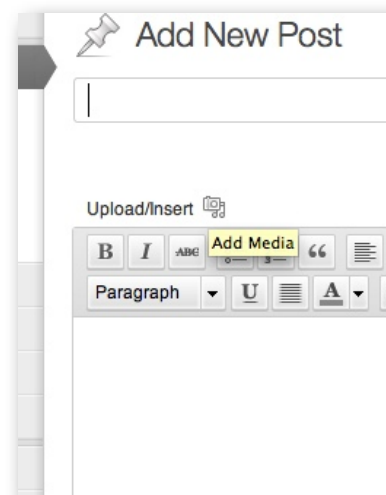
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INSERTING IMAGES

Although Search Engine's can't see photos, your clients can and we are visual people! Let the Images be uploaded!

To add an image click on the **INSERT MEDIA BUTTON** above the **FORMATTING TOOLBAR**.

Click on your file from wherever it is in your computer, whether it is in a folder, portable drive or you desktop. In the picture below you see the file CrochetHawaiianFlowers.jpg on the desktop and what it looks like while we brought it over to drop in the box shown.



If you are more comfortable with uploading in a more traditional method, or if for some reason Drag N' Drop is not working you can click on **SELECT FILES** and search your computer for the file you want to upload.

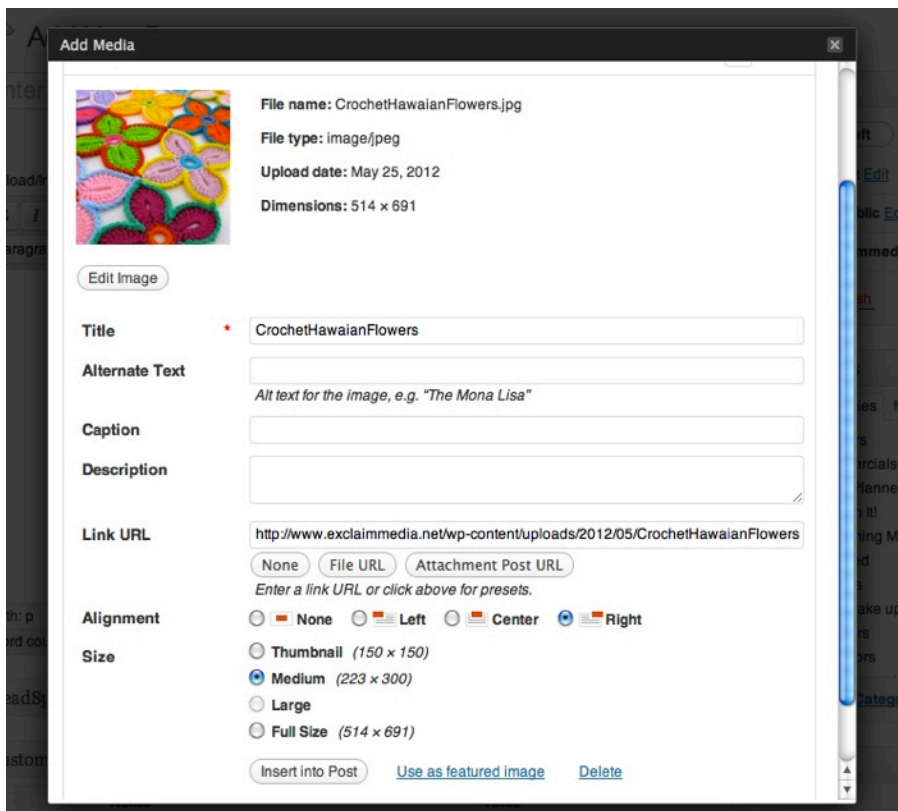
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In the screen that pops up when the file is uploaded you can click on **INSERT INTO POST** and be done or you have a few options.

In the **ALTERNATE TEXT LINE** we suggest you tell the Search Engines what your picture is, even if the name of the file is specific. You can also add some keywords. For instance if I were updating [Knotty Ware's](#) website with this picture I might say: Crochet Hawaiian Flowers, Knotty Wares Yarn & Fiber Art Co-Op, Longview, Washington.



ALTERNATE TEXT will show when someone hovers over the picture on the published page or post and also tell the Search Engines what you want them to know about it.

You can go even further and fill in a description which will show if some searches similar text and finds your picture.

By default the **LINK URL** is the address of where the picture can be found on the server & if someone were to click on the picture it will open in another window, but if you would like this to go to another website. For instance we were updating Exclaim Media's site about Knotty Wares, we would link this picture to the page on Knotty Ware's site we wanted to send people to.

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If you don't want the picture to go anywhere or even open in a new window, click on **NONE** beneath the **LINK URL** and it will be removed.

Alignment is how the text responds to your image. You may choose whether this picture is in the Left, Center or Right of the screen by choosing any of these options. If you don't want any text to wrap around the picture than choose **NONE**. Some themes don't allow any wrapping (luckily, not all). If your site is like that it wont matter which selection you make.

We recommend that you resize your pictures to the size you want them to be on your site. When you go to a site that it takes forever for pictures to upload, it is because their webmaster didn't resize their pictures. Please resize your pictures for web (72 dpi if you get to choose). If your photo program lets you choose the pixel size, keep in mind that 100 pixels is about an inch.

You can use several different programs to manage your photos. If you plan to go shopping for a program, an easy program that is offered for both Windows and Mac computers is Photoshop Elements. It is an inexpensive program that is simple enough for most people to have an easy time with it, but powerful enough to do nearly anything you can think of with it.

If you are on the fly and just need to get the post or page up and plan to come back later to resize or you don't have the option to resize your pictures yet you can choose a few options on the **ADD MEDIA SCREEN**.

If you are using this picture as a **FEATURED IMAGE** click on Use as featured image, otherwise, **INSERT INTO POST** is your best option.

When you are back in the **CONTENT WINDOW** you are not

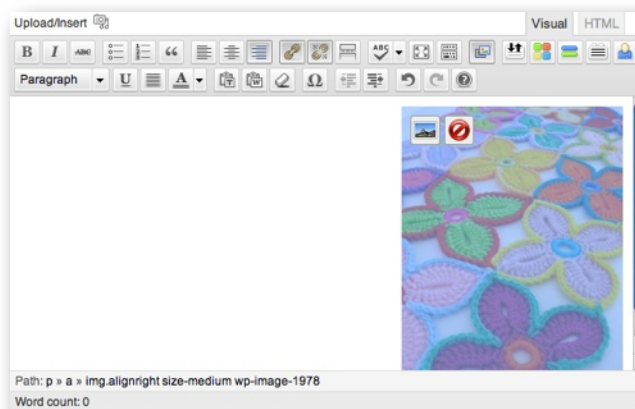
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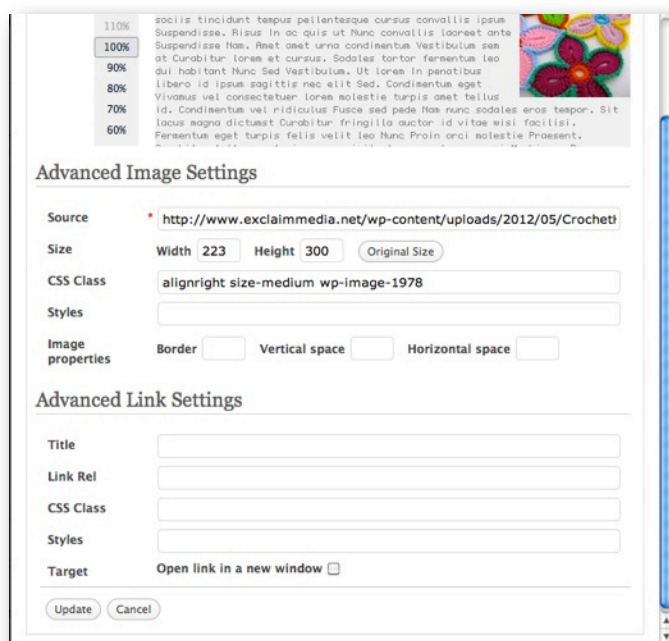
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done. You still have a few more steps...and yes as much text you see here makes it seem so much more complicated than it actually is...

Click on the image. You can remove the picture from the page by clicking on the red circle, or control a bit more about the layout of the picture by choosing the picture of the mountain.



You can resize your pictures more by choosing a percentage; as you see down the side of the screen.



To the right of **IMAGE PROPERTIES** you will see 3 boxes: Border, Vertical Space and Horizontal Space.

If you don't want a border around your picture put a 0 in the box. The larger the number you put in the box, the larger the border.

Type 10 in the other two boxes to keep the words from bumping up against the photo.

Especially if you are linking your photo to another webpage you should click on the box beside Target: **OPEN LINK IN A NEW WINDOW**. This keeps people from leaving your website.

Click on **UPDATE** to finish.

In many themes you want to upload a featured image to show up on your categories page.

The screenshot shows the WordPress category edit interface. On the left is a sidebar with several 'Value' labels and text input fields. The main content area on the right contains several sections: a list of categories with checkboxes (The Dress, The Tux, Travel Agents, Venues, Wedding Cakes, Wedding Gift Ideas, Wedding Hints) and a '+ Add New Category' link; a 'Tags' section with a text input, an 'Add' button, and links for tag suggestions; a 'Twitter Tools' section with a 'Send post to Twitter?' toggle set to 'Yes'; and a 'Featured Image' section with a 'Set featured image' link.

To add a **FEATURED IMAGE** click on **SET FEATURED IMAGE**.

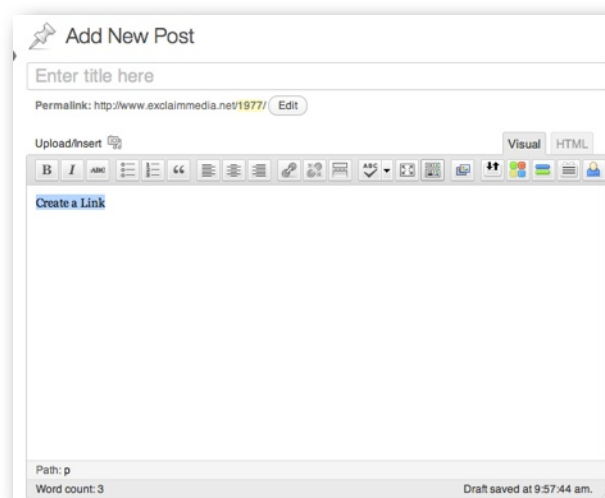
Follow all the instructions above.

INSERT A LINK

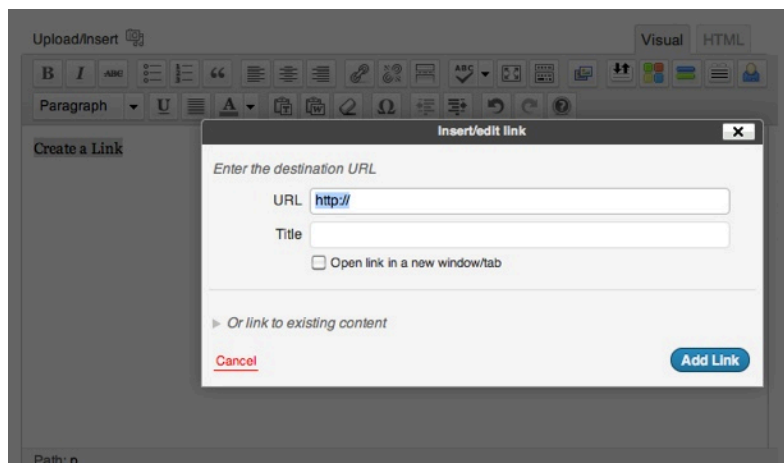
Links are a wonderful thing that helps Search Engines, but more importantly they help your clients get to the resources you would like to make available to them.

To create a link in your post or text, choose the text or image in the **CONTENT WINDOW** that want to link to another page.

Either by highlighting the text or clicking on the picture and then clicking on the **CREATE LINK** button in the **FORMATTING TOOLBAR**.



In the **URL** box type or paste in the address you have already copied. Add a **TITLE** for SEO purposes; for instance the name of the site &/or something about the link (Exclaim Media - Videography, Marketing & Event Promotion Cowlitz County, Washington).



When sending someone out of your site ALWAYS click on **OPEN LINK IN A NEW WINDOW/TAB**. You never want to

send someone out of your site without making it easy for them to come back. When they close out the page they went to they will be looking right at your site at least one more time.

Click on **ADD LINK** to finish.

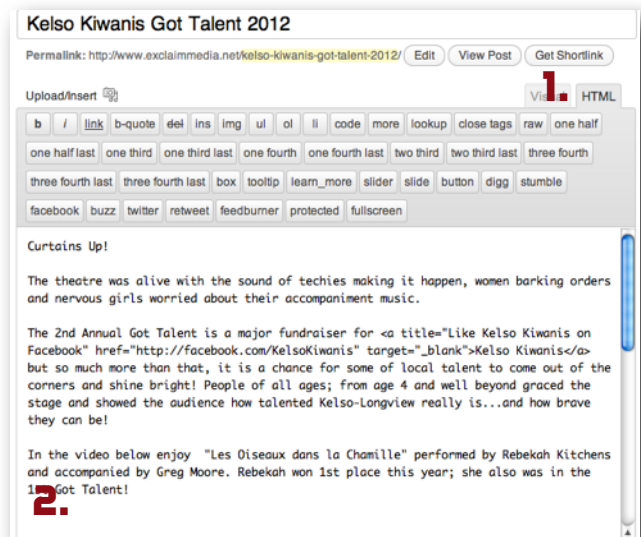
ADDING VIDEO

We are a bit partial to video, but you have to admit it is eye-catching and the best way to convey a message. Lucky for you, it is very easy to add video to your website!

If you have a commercial or other videos you want on your website that are not already on [YOUTUBE](#), we recommend that you store it there. This saves your space but it also can potentially be seen by more people who might be looking for similar topics on YouTube. Need a personalized YouTube Page? [CONTACT US](#) if you need help with that.

1. In the **CONTENT WINDOW**, click on the **HTML** tab.

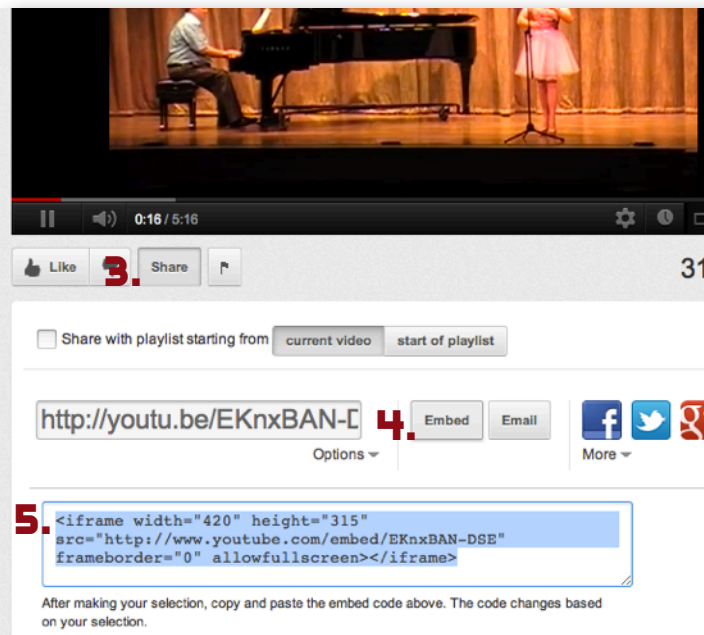
2. Choose where you want to place your video and put your cursor there.



3. At **YOUTUBE** click on the **SHARE** button.

4. Select **EMBED**.

5. In the box that opens, select all code and Copy it (**CONTROL C** on Windows; **COMMAND C** on Mac)



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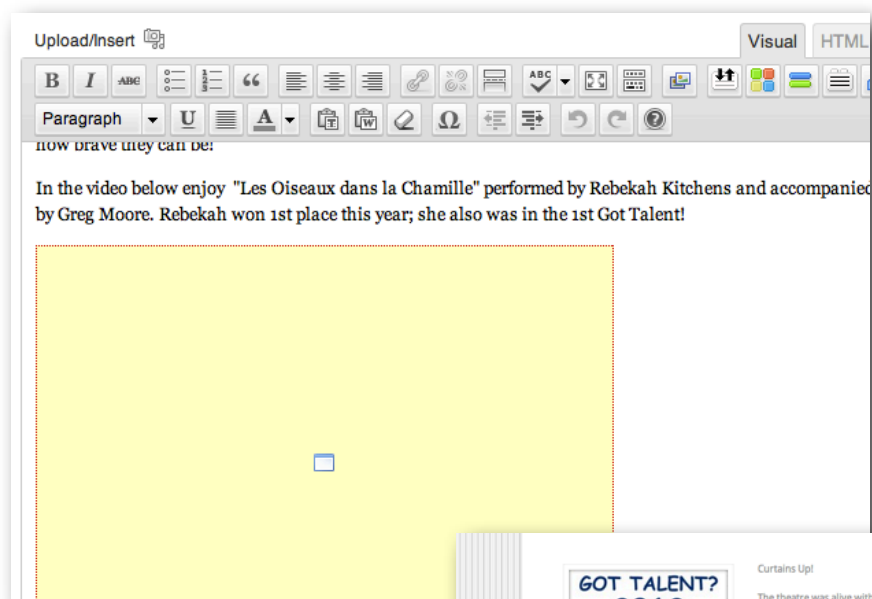
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6. Go back to the **CONTENT WINDOW** and Paste the code from **YOUTUBE**.

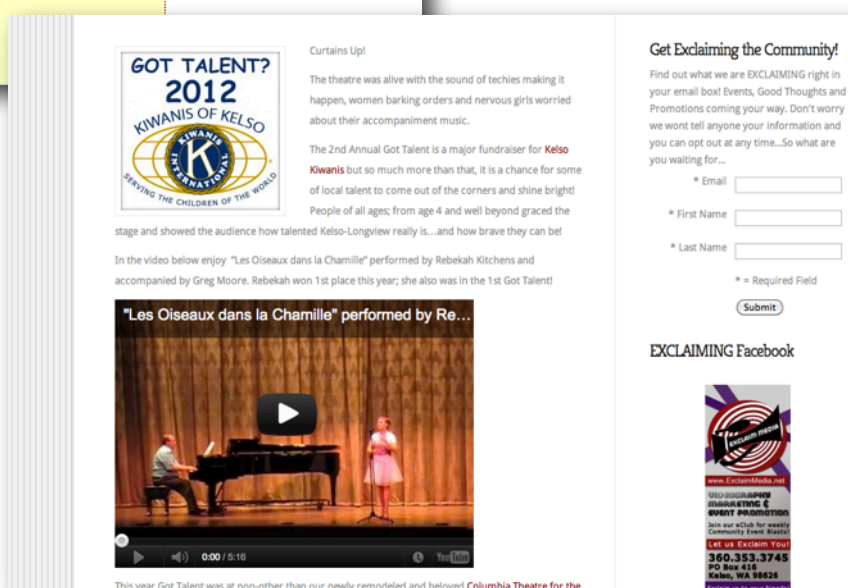
In the video below enjoy "Les Oiseaux dans la Chamille" performed by Rebekah Kitchens and accompanied by Greg Moore. Rebekah won 1st place this year; she also was in the 1st Got Talent!

6. `<iframe src="http://www.youtube.com/embed/EKnxBAN-DSE" frameborder="0" width="420" height="315"></iframe>`

It will look like a yellow box in the **VISUAL TAB**.



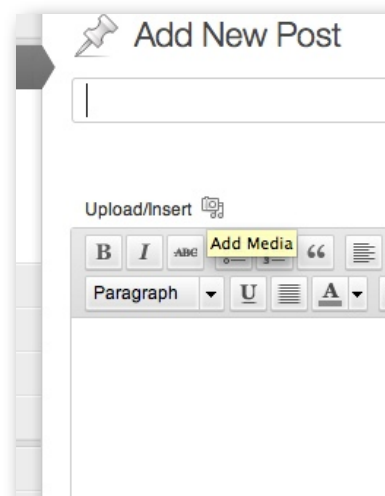
PUBLISH and check it out on your site!



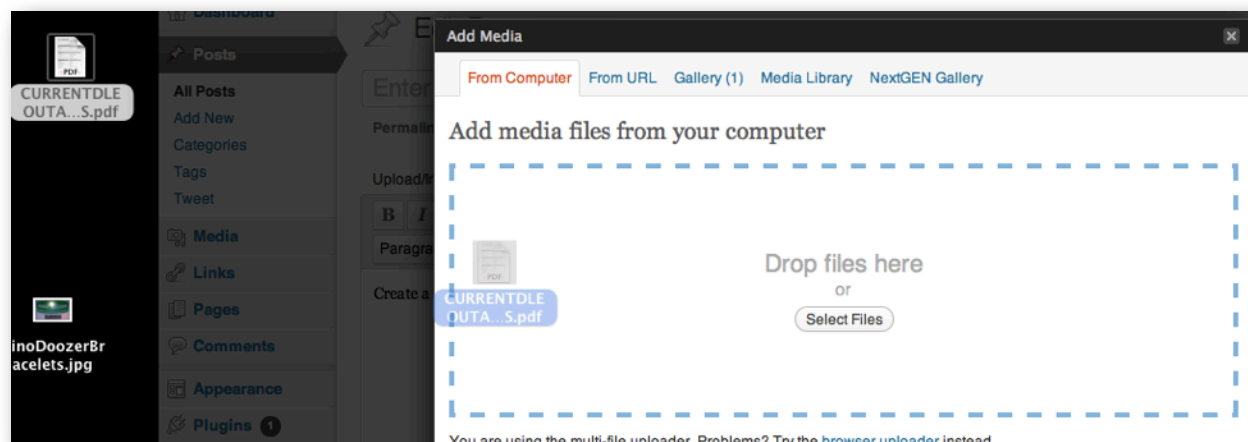
ADDING A .PDF FOR DOWNLOAD

Allowing people to download your brochure, applications or anything that makes your client's life better is a great way to offer resources.

Adding a .PDF is very similar to adding a photo. To add an .pdf click on the **INSERT MEDIA BUTTON** above the **FORMATTING TOOLBAR**.



Click on your file from wherever it is in your computer, whether it is in a folder, portable drive or you desktop. In the picture below you see the file CURRENTDLEOUTAGEITEMS.pdf on the desktop and what it looks like while we brought it over to drop in the box shown.



If you are more comfortable with uploading in a more traditional method, or if for some reason Drag N' Drop is not working you can click on **SELECT FILES** and search your computer for the file you want to upload.

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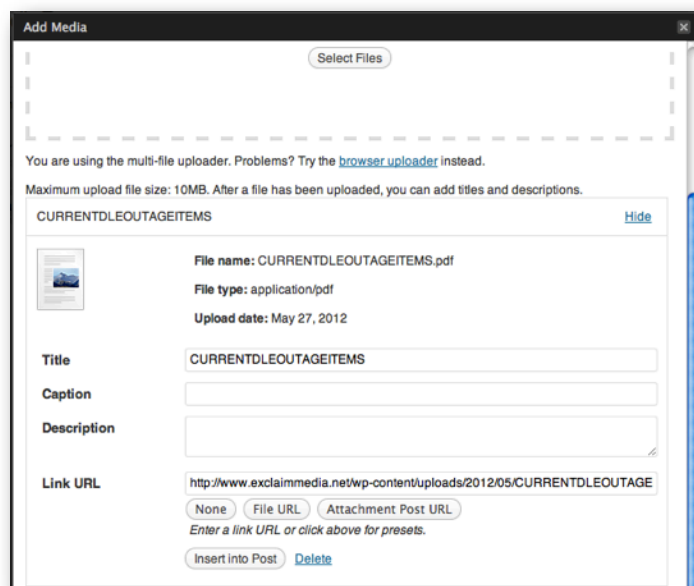
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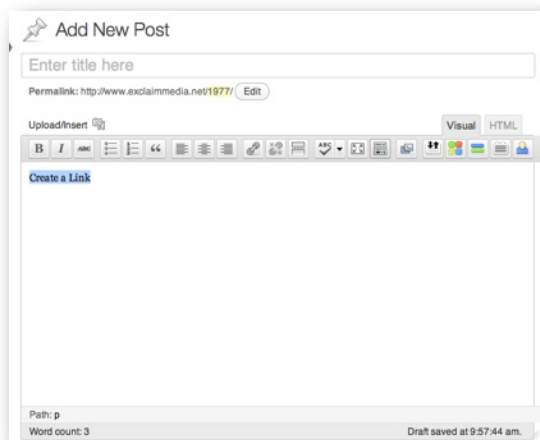
Highlight the **LINK URL** and **COPY** (**CONTROL C** on Windows; **COMMAND C** on Mac).

In the **CONTENT WINDOW** select the text or photo you want your client to click on to download the .pdf.

Click on the **CREATE LINK** button.

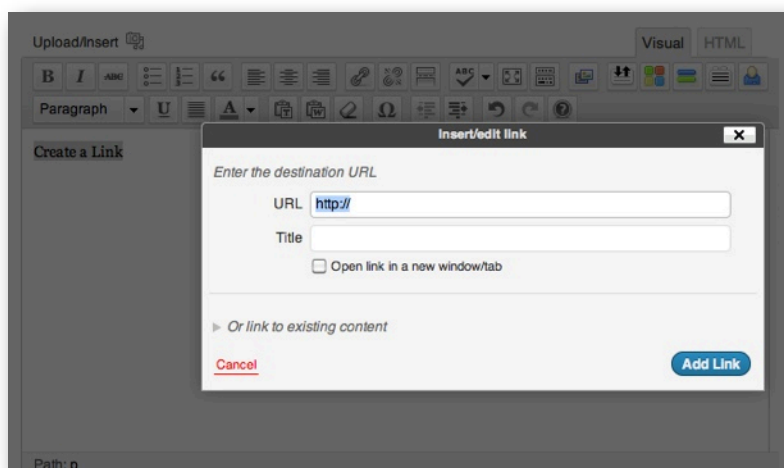


In the **URL** box type or paste in the address you have already copied. Add a **TITLE** for SEO purposes and instructions; for instance the name of the site &/or something about the link (Download Love Overwhelming's Current DLE Cafe Outage Items).



Click on **ADD LINK** to finish.

If your .pdf file is too large you will need to upload this file via ftp. **CONTACT US** if you need help with this.



ADDING/EDITING CATEGORIES

The number and types of categories you use for your **POSTS** is completely up to you. As your business grows and your online presence changes (and you get more comfortable adding content to your site) you may want to add more categories.

To **ADD A CATEGORY** click on **CATEGORIES** underneath **POSTS**.

Fill in the information as you prefer and click on **ADD NEW CATEGORY**.

The screenshot shows the WordPress dashboard's 'Categories' page. On the left, a sidebar menu lists 'Dashboard', 'Posts', 'Categories', 'Tags', 'Media', 'Links', 'Pages', 'Comments', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'Contact', and 'Gallery'. The 'Categories' section is active. The main content area is titled 'Categories' and includes a search bar, a 'Bulk Actions' dropdown, and a table of categories. The 'Add New Category' form is on the left, with fields for Name, Slug, Parent, and Description. The table on the right lists categories with columns for Name, Description, Slug, and Posts.

Name	Description	Slug	Posts
<input type="checkbox"/> Caterers Edit Quick Edit Delete View		caterers	0
<input type="checkbox"/> Commercials	Are You a Mover & a Shaker? At Exclaim Media we know how to help you show your clients and potential clients how you move. Let our communications team help you plan the best presentation you can imagine whether you need a script, an interview, a bit of play acting; we have what it takes...	commercials	3
<input type="checkbox"/> Event Planners		event-planners	0
Exclaim It!		exclaim-it	52
<input type="checkbox"/> Exclaiming Music	We want to EXCLAIM your music! Do you have a web presence? If you can be easily found online...this means more exposure, more gigs, more fans & more money. Contact us today to see how we can help create more connections online so you can create more connections with fans!	exclaiming-music	1

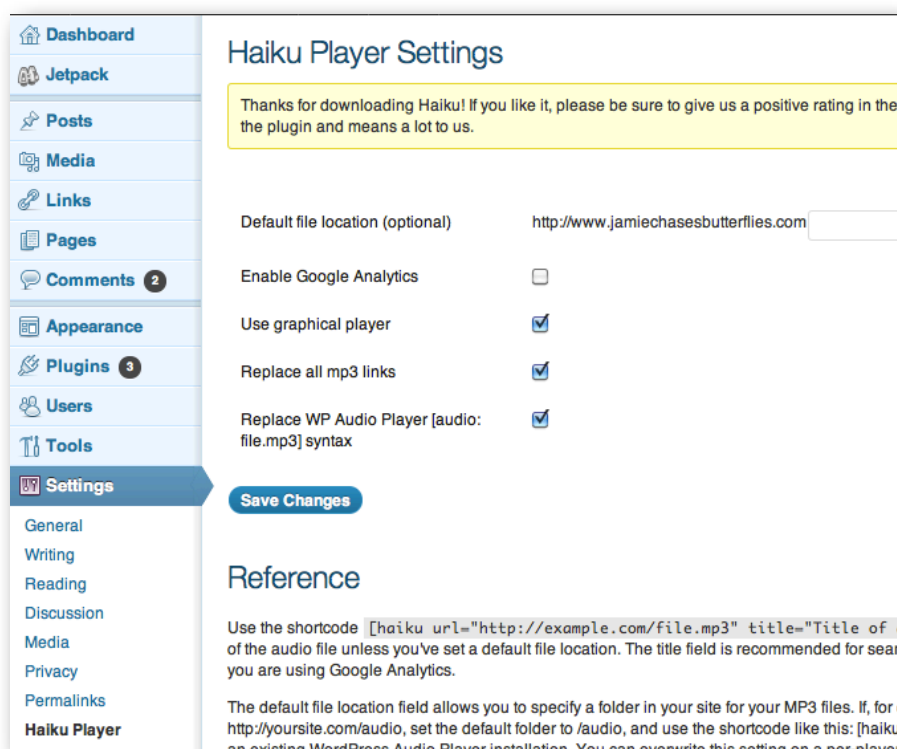
To **EDIT A CATEGORY** hover over the name of the **CATEGORY** and select **EDIT**.

Make necessary changes then click **UPDATE** at the bottom of the page.

ADDING MP3'S (MUSIC) TO POSTS & PAGES

There are a number of plugins that will allow you to add music to your site. The one we have had the most success with in all sites is [HAIKU · MINIMALIST AUDIO PLAYER](#). There are many others and if you want music to play automatically when people come to your site this one wont work...Give us a call and we can help you if you don't feel confident experimenting.

The first rule of thumb: If your site worked before you uploaded a plugin and then it doesn't is to deactivate it and delete it and try another until you find what you are looking for. I wish there was an easier way, but really there isn't since each theme has its own stipulations.



If it was not an expected function of your site when it was built you may have to set up your plugin to use it.

Click on **HAIKU PLAYER** in the Admin Control Section.

Make sure the three bottom checkboxes are checked and

click on **SAVE CHANGES**.

Most audio player plugins will require your sound file to be in MP3 format; not all files will begin as an MP3 so you will need to find a file converter. Google for a free one; there are plenty to choose from.

On a Windows computer we have had success with [**FREESTUDIO FREE AUDIO CONVERTER**](#).

On a Mac we have had success with [**SWITCH**](#).

Both programs are relatively easy to download and use. It will be simple to find instructions for both programs online.

Once your file is in MP3 format you can upload it. You do this just like [**UPLOADING A PICTURE**](#)...up until the step where you **INSERT INTO POST**. You can stop there.

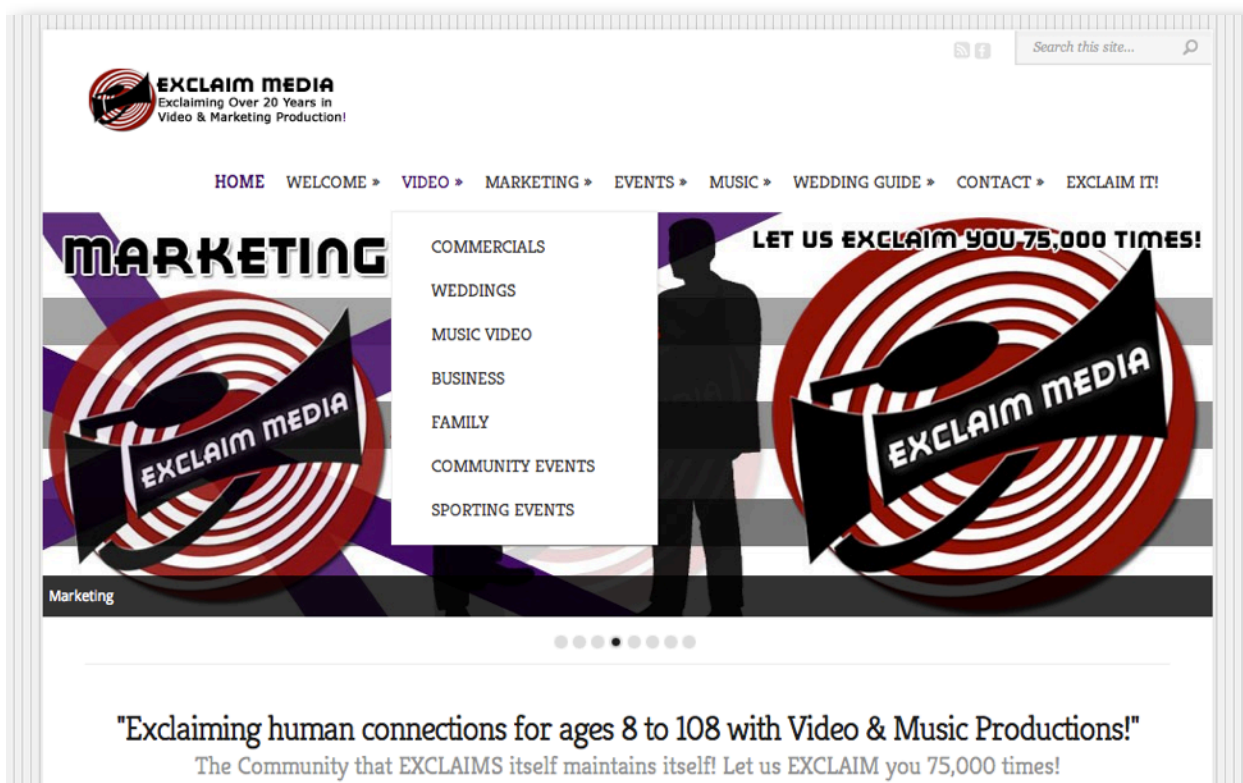
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PAGES

The pages of your website help your client find the answers and resources they are looking for. Page layout can be helpful or hindering. We have built your site with that thought in mind and would love to help you if you have questions about **WHERE TO PUT YOUR PAGES.**

The information on most pages will not change frequently once they are built. Like your business/organization the needs of your website may change. When it is time to add on to your site you should start first by looking at your site and asking yourself where your new page fits.

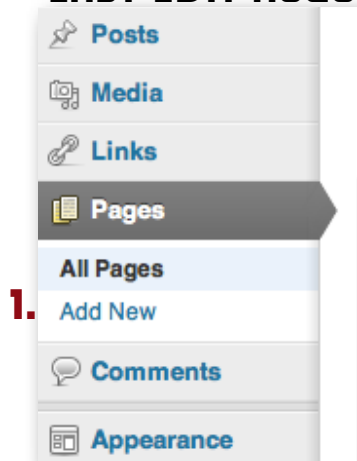


Pages that fit together in category will help your client manipulate your site easily and make it a better resource...the reason you built your site anyway...

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1. Select Add New under Pages

2. Enter your Title in the Title Bar.

3. Copy/Paste text from your Word document or type right in the Content Window.

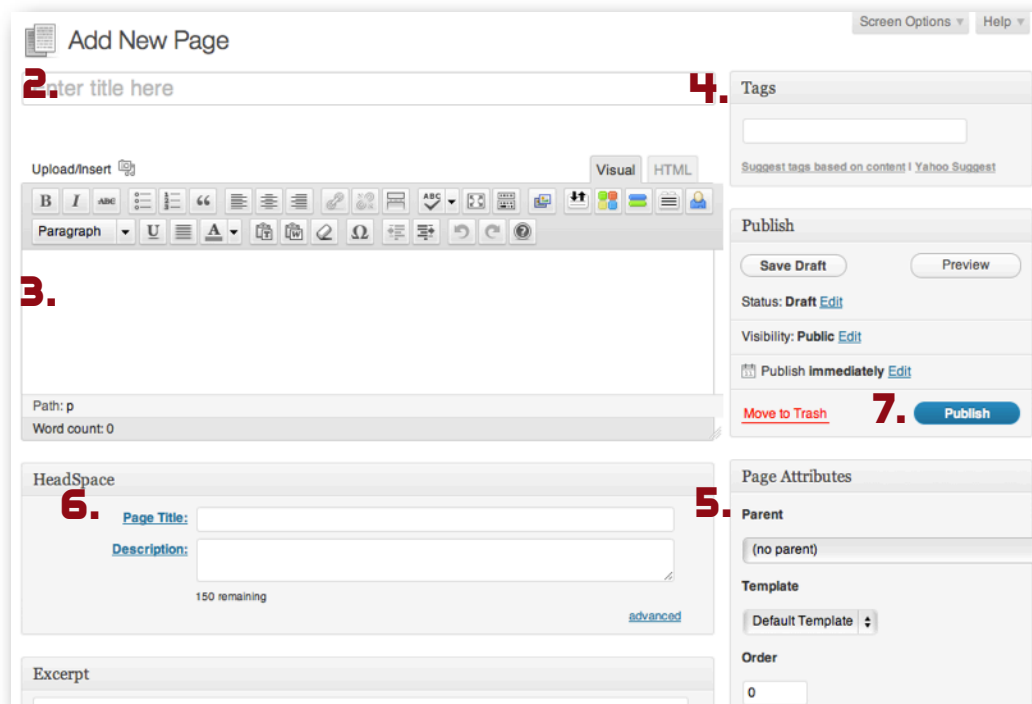
4. Add your tags.

5. Select where your page goes from drop down menus in Page Attributes section.

6. Add your Page Title (for SEO purposes) in the Page Title Section.

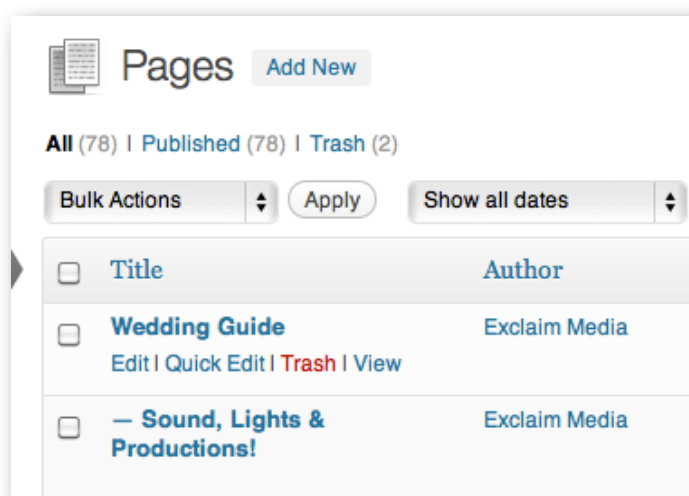
7. Publish.

Learn more details in the [ADD/EDIT YOUR BLOG POST](#) section.



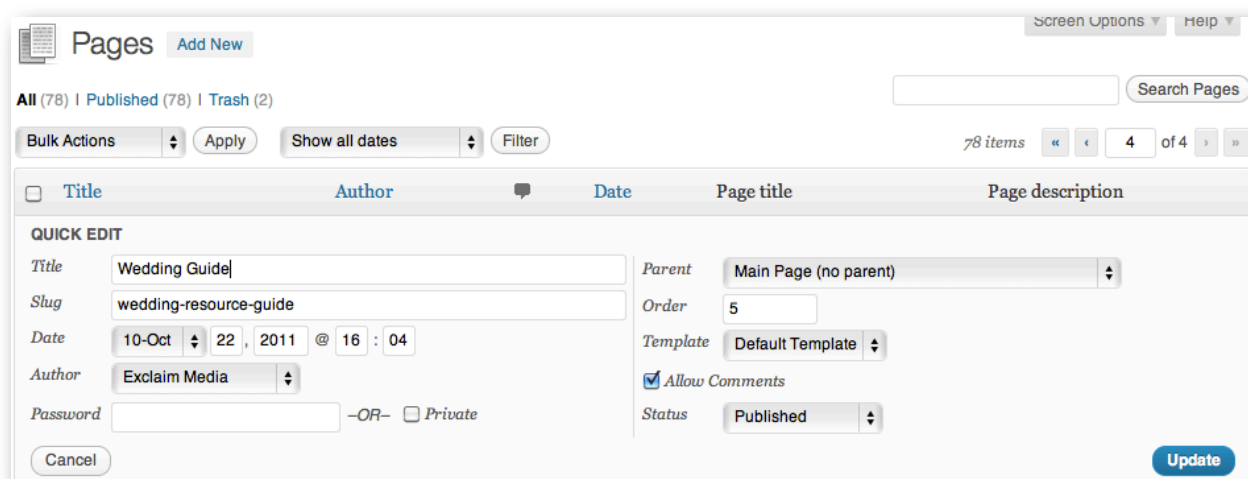
PASSWORD PROTECTED PAGES

There may come a time that you need a page to be for clients or co-workers only. Making a password protected is very easy!



From the **ALL PAGES MENU** hover over the name of the page that you want to make password protected. From the menu that appears click on **QUICK EDIT**.

Enter desired Password in the box provided.



Click **UPDATE**.

As easy as it is to change the password, will make it easy to change the password as often as possible. Browsers will remember the password so you may want to change the password regularly.

CONTACT

The ability to contact you is very important for your client. Please make sure to have a contact page that is easy to find with:

The name of your business or contact person

Address

Phone

Any other contact information

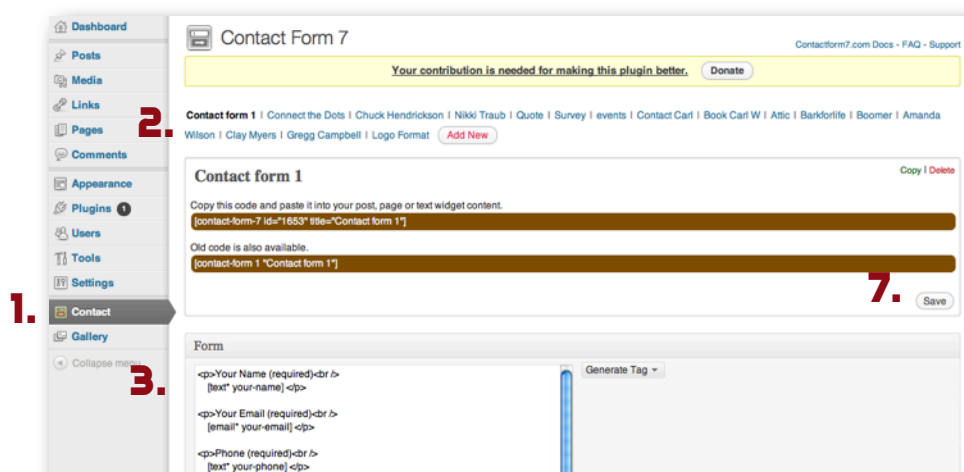
We recommend not putting email addresses on the web site to avoid additional spam. A contact form directed to the proper email address is advisable.

EDITING/ADDING A CONTACT FORM

You can have any number of types of contact forms. Contact forms can even be used to administer surveys!

1. Click on **CONTACT**.

2. Select the Contact Form you want to work with. Select **ADD NEW** to create a new form.



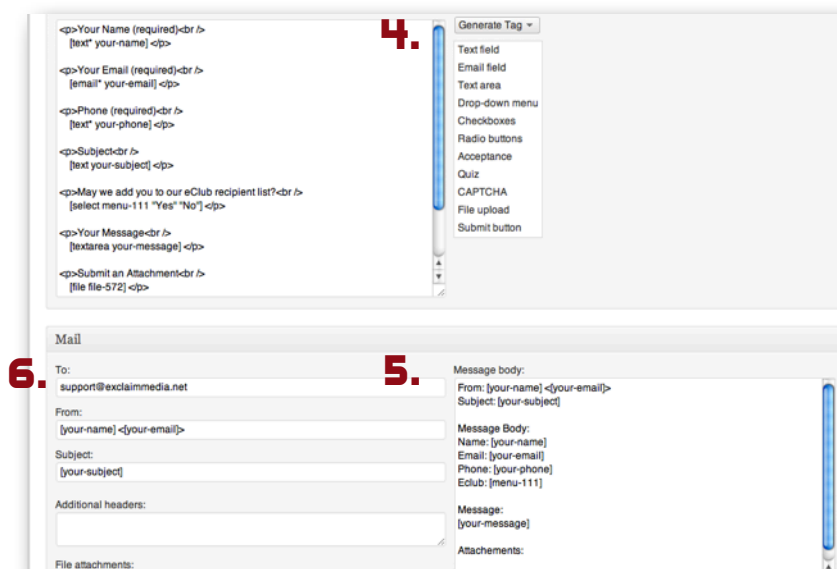
3. Manipulate the words and code in the Form section. Feel free to contact us if you need help the codes.

4. Use the drop **GENERATE TAG** down menu to help with codes.

5. The changes you make in the Form Section, must also be addressed in the Message Body Section.

6. Change your email address in the Mail section.

7. Click on **SAVE**.



USERS

You can have as many users in your content management system as you like. If you have many authors, people that handle specific parts of your site or a number of contributors.

You will have at least 2 users after our build. Admin is support at Exclaim Media. Please don't edit that user. When you need help that is how we check things out.

Click on **USERS** to view All Users, Add New or edit Your Profile.

To edit another user click on Edit beneath their name. Make your changes and click on Update at the bottom of the page.

Username	Name	E-mail	Role	Posts
<input type="checkbox"/> Exclaim Media Edit		info@exclaimmedia.net	Administrator	78
<input type="checkbox"/> karen 	Karen Gidderon	karen@exclaimmedia.net	Administrator	0
<input type="checkbox"/> Summer Clemenson 	Summer Clemenson	summer@exclaimmedia.net	Administrator	2

Did you forget your password? Check out this video to help you update your password. [Recovering and Changing your Password](#)

THEME OPTIONS

Some themes offer specific options. Each theme is different and so we can't really give you general instructions.

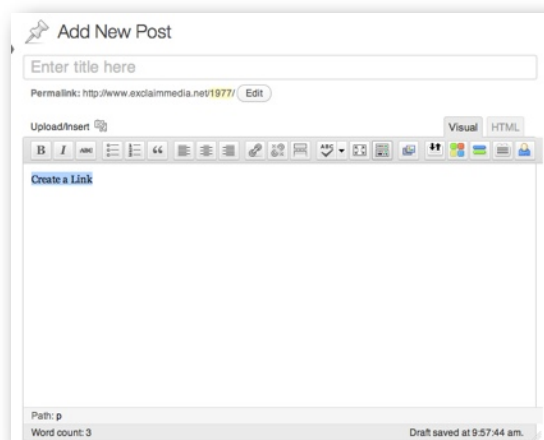
In your training we addressed if you have a control panel for your theme. If you need to make changes and are having trouble remembering how, contact us and we will be glad to help out.

ANCHORS

ANCHORS are a great way to make it easy to find links for more information about a Keyword within the text of your site.

You can create anchors to link to a specific place on another page in your site.

Another way to use anchors is to create a menu at the top of a page that has a tremendous amount of information, allowing users to click on the menu item and jump to the section of the page that talks about that topic. This allows readers to only read about what they are looking for, instead of having to search through an abundant amount of information.

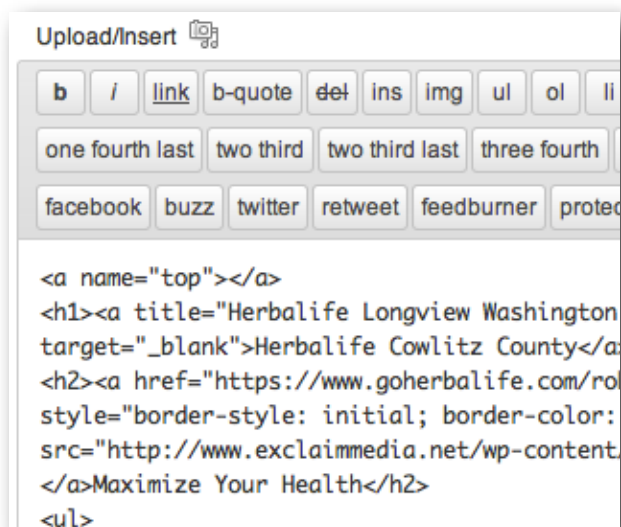


Remember, a website that is a good resource and easy to use, brings more traffic to your site and may bring new clients and business relationships.

Creating anchors will require you to use the **HTML** tab at the top of the

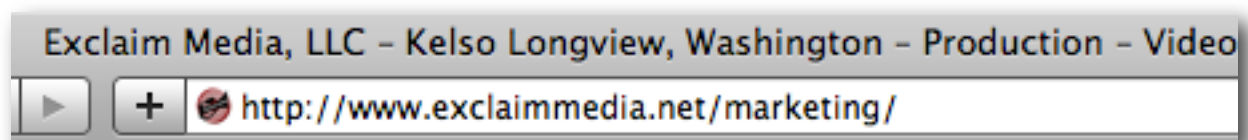
CONTENT WINDOW. You do that by clicking on it.

Then place your cursor above the Text that will explain the anchor and add this code ``. (Change the text MyAnchor to whatever you want to name your anchor. In this example we



called it top.)

If you are linking to an anchor on another page select the text you want to link to your anchor and type `The Text You Selected `. (The-Page-Name is the name of the page in your site you are linking to. The Text you Selected needs to be the words you selected to be your link.)



The name of the page can be found at the top of the **EDITING AREA**; it can also be found in the address bar on your website. The name of the page you see here is marketing.

If you are linking to a specific spot on the same page, click on the **VISUAL** Tab in the **FORMATTING TOOLBAR**. Next go to the text that you want to link to that anchor. Click on **CREATE A LINK**. In place of a URL type #MyAnchor (using the name of your anchor) and click on Add Link.

```
style="border-style: inherit; border-color: inherit; border-width: 0px; margin: 10px;
src="http://www.exclaimmedia.net/wp-content/uploads/2012/08/maximizehealth.jpg" alt="
</a>Maximize Your Health</h2>
<ul>
  <li><a href="#weight_management">Weight Management</a></li>
  <li><a href="#targeted_nutrition">Targeted Nutrition</a></li>
  <li><a href="#energy_fitness">Energy & Fitness</a></li>
  <li><a href="#personal_care">Personal Care</a></li>
  <li><a href="#robin_hurst">Contact Your Herbalife Senior Consultant</a></li>
  <li><a href="#disclaimer">Disclaimer</a></li>
</ul>
```

This is what the code might look like if you are linking to a spot on the same page. If you are overwhelmed, give us a call!

PLUGINS WE LIKE

Plugins are programs that add functionality to your website. Not all of the plugins listed here have been used for your site. We have chosen plugins that fit what you asked for before your site was built. Some plug-ins work better than other depending on the make-up of your theme. You may see what plugins are being used in your website by clicking on **PLUGINS** in the Admin Control Section.

You can also find new plugins by clicking on Add New under Plugins and searching by functionality. If you don't like one, try another...or call us for website maintenance and we will keep building for you.

If you have downloaded and saved this to your computer, you may want to check our site for the latest version of this list.

[Beauty Orange WordPress Comment Captcha](#)

[Contact Form 7](#)

[Exclude Pages from Navigation](#)

[Flickr Set Slideshows](#)

[Gwolle Guestbook](#)

[Haiku - minimalist audio player](#)

[Headspace2 SEO](#)

[Jetpack by WordPress.com](#)

[NextGEN Gallery](#)

[Page Links To](#)

[Subscribe to Author Posts Feed](#)

[WP Simple Paypal Shopping Cart](#)

[Wordbooker](#)

[WordPress SEO](#)